The Content Council

10th Annual Spring Conference

March 13th 2017
Park Lane Hotel | New York City

The Path To The Future
The Content Council makes members — content marketing services providers — more effective, productive and successful by:

- Promoting awareness of our collective category
- Providing education, training and networking opportunities to our members’ employees
- Producing special members-only resources, tools and purchasing discounts

JOIN THE CONTENT COUNCIL TO ENJOY EXCLUSIVE MEMBER BENEFITS

Category Awareness & Business Development through:
- Promotion on The Content Council website, member directory and case study section
- Marketing, PR, search and social outreach
- Curation and promotion of members’ content through Content Exchange and the weekly newsletter
- Member speakers’ bureau

Knowledge & Networking:
- Peer-to-peer networking at our Annual Conference and Pearl Awards Gala
- Access to our Brand Advisory Board
- Webinars
- Skills training

Resources & Opportunities
- Research
- Jobs board
- Discounts and special offers on events, technology, and services
Welcome to The Content Council’s 10th annual spring conference, The Path To The Future.

Content marketing continues to evolve, and we are excited that today’s agenda covers the industry’s current journey - where we are and what’s ahead. Get ready to discuss artificial intelligence, chatbots, virtual reality, augmented reality and the role of data in today’s rapidly changing world.

Our agenda is designed to make sure that you have all the tools you need to ensure that you are adapting your content strategy to incorporate the latest technological advances.

If you are interested in joining The Content Council, please speak to one of the Board members or The Content Council team.

Andy Seibert, Chairman of The Content Council and Managing Partner, Imprint

Special thanks to the Conference Committee: Lori Greene, Andrew Hanelly, Randi Liodice and Susan Malfa.
AGENDA

8:30am  Breakfast and Registration

9:00am  OPENING KEYNOTE
TINA PRAUSE, Business Evangelist, Global Partners, Microsoft | @Microsoft

9:45am  SURVEY RESULTS — BRANDS AND CONTENT MARKETING INNOVATION
Members of The Content Council Brand Advisory board come together to talk about the state of the industry, recent survey results and content marketing innovation.
MODERATOR: BETH TOMKIEW, Chief Content Officer, Manifest | @ManifestDigital
SPEAKERS: ALEXA CHRISTON, Head of Media Innovation, GE | @achriston | @generalelectric
THERESA DIMASI, VP, Head of Content / Editor-in-Chief, Weight Watchers International, Inc. | @WeightWatchers
JOHN VON BRACHEL, SVP, Content Marketing Executive, Bank of America | @vonbrachel | @BankofAmerica
NATALIE WIDDOWSON, Head of Content Marketing, Individual Investors, T. Rowe Price | @TRowePrice

10:30am  Break

10:50am  CHATBOTS: THE ULTIMATE IN PERSONALIZED CONTENT DELIVERY
What if you could serve the exact content precisely when it’s needed most every time? What if you could easily give your customers information that they request on the spot without human intervention? Enter chatbots – artificially intelligent computer programs that are able to converse through audio and text. They can distribute content, deliver easy-to-read messages right on point, and feed personalized information. You don’t need a connection to interact with chatbots and most messages are read within minutes, which is why they are all the rage these days.
In this panel, we’ll talk about why this hot tech is taking off, what resources you might need to start a program, and how to develop a chatbot strategy that keeps the human touch.
MODERATOR: MAX WILLENS, Reporter, Digiday | @maxwillens
SPEAKERS: CHRISTIAN BRUCCULERI, CEO, Snaps | @heyitscb
DANIEL ILKOVICH, Founder + CEO, Dexter | @danielilkovich | @rundexter

11:35am  INFLUENCERS: WHERE IS THIS RELATIONSHIP GOING?
Influencers continue to be an important distribution network for brands and content marketers. And while they haven’t jumped the shark yet, marketers have to be strategic about how they play in the marketing mix because simply inserting a social media darling into a brand’s content strategy doesn’t always manifest into an instant win. What are the most important do’s and don’ts of influencer marketing? How can you create a win for both parties without alienating the valuable audience that you’re trying to reach? In this dynamic panel, we’ll hear from an agent, a brand executive and a bona fide Internet star about what makes for truly engaging and successful influencer content, and how to determine which relationships yield the greatest results.
MODERATOR: RANDI LIODICE, Chief Strategy Officer, Kaplow Communications | @randiliodice
SPEAKERS: ALEXA CHRISTON, Head of Media Innovation, GE | @achriston | @generalelectric
RAELNE GULLAPALLI, VP of Client Partnerships, StyleHaul | @StyleHaul
BROOKE HAGEL, Illustrator and Social Media Influencer | @Brooklit
JESSICA ANN KIRBY, Social Media Influencer | @jessannkirby

12:20pm  THE NUMBERS BEHIND THE WORDS: CAPITALIZING ON CONTENT DATA
In the world of content marketing, it’s easy to get caught up in counting clicks and conversions because let’s face it, that’s how marketers tend to be measured. But the audience intelligence data left in the wake of those clicks and conversions can teach you (and your business) invaluable lessons about your customers that can impact decisions made around the entire organization. In this session, we tap into content marketing experts who are mining content
consumption and social engagement data to help the entire organization make better decisions, launch new-and-improved products and sometimes even shift their model altogether. Learn how brands are leveraging audience insight to improve the businesses they represent in unexpected ways — hey, it might get your CFO a bit more excited about funding that content marketing budget line.

**SPEAKERS:**
- **BRYAN DELUCA,** Senior Director of Audience Development, IEEE  
  @badeluca  |  @IEEEorg
- **ERIN FOGERTY,** Senior Customer Success Manager, Affinio  
  @efogess  |  @Affinio
- **MATT HERR,** Director, Multi-Channel Content, Northwell Health  
  @NorthwellHealth

12:55pm  Lunch

1:50pm  **BIG THINKING SMALL: DISRUPT YOURSELF BEFORE SOMEONE ELSE DOES**

Innovation isn’t easy no matter the size of your organization. Conventional wisdom says that the big companies have the money and the littler ones have the gumption. So, how can any brand look to the future and disrupt itself before someone else does? We’ll ask a major player and an upstart how to use technology and smarts to pave a path to success.

**MODERATOR:**  
**ANDY SEIBERT,** Managing Partner, Imprint  
@Imprint_AndyS

**SPEAKER:**  
**SUSAN HILT-LAGOS,** Vice President, Content and Employment Marketing, Ameriprise Financial  
@ameriprise

2:35pm  **NOW, NEXT OR NEVER: TAKING BETS ON CONTENT’S SHINY NEW OBJECTS**

It’s fun to get carried away imagining what the future of content might look like — especially if you’re looking at it through VR-colored glasses — but that doesn’t always help with your marketing strategy today. Some technologies actually end up being disruptive, and some just end up disrupting your focus. In this session we ask our panelists a rapid-fire series of questions about the latest, greatest, and sometimes groan-inducing shiniest objects popping up across the marketing landscape. Think: VR, AR, the connected car, drone video, voice-driven interfaces, digital goods, and more.

**MODERATOR:**  
**ANDREW HANELLY,** Partner & Creative Director, Revmade  
@hanelly

**SPEAKERS:**
- **DAVID BEEBE,** VP Global Creative + Content Marketing, Marriott  
  @davidbeebe  |  @Marriott
- **ROMAN NICHOLAS,** Marketing IT Analyst Americas, Campbell Soup Company  
  @CampbellSoupCo
- **RYAN PETERSEN,** Senior Manager, Content Marketing, CDW  
  @RyanPete  |  @CDWCorp
- **KIRTI SRIKANT,** VP, Head of Brand & Advertising, OppenheimerFunds  
  @KBabyMama  |  @OppFunds

3:20pm  Break

3:40pm  **TAKING CHANCES ON THE NEW**

Technology drives the innovation THEN consumers and marketers invent what is actually possible. Such is the case with virtual reality, which allows for total immersion, and augmented reality, which takes what’s actually around you and makes it better. Both present incredible opportunities from the chance to showcase products, train and educate teams, or to simply entertain. We’ll look at the pros and the cons of reality-bending tech for marketers big and small and see how they’ve made a difference.

**MODERATOR:**  
**LORI GREENE,** Founder, LPG Enterprises  
@lorip1025

**SPEAKERS:**
- **DAVID BEEBE,** VP Global Creative + Content Marketing, Marriott  
  @davidbeebe  |  @Marriott
- **ALANA KALIN,** Senior Brand Partner, Blippar  
  @AlanaSarah  |  @blippar
- **MEG MILLER,** Producer, Framestore  
  @MegMiller320  |  @Framestore
- **TODD RICHARDS,** Vice President, Digital Sales Strategy, Discovery Communications  
  @DiscoveryComm

4:15pm  **CLOSING KEYNOTE**

**MARY HEALY,** YouTube Brand Partner Program  
@YouTube

4:55pm  Closing Remarks

5:00pm  Cocktail Reception

www.thecontentcouncil.org  |  @contentcouncil  #FutureOfContent
OPENING KEYNOTE

TINA PRAUSE, Business Evangelist, Global Partners, Microsoft I @Microsoft
Tina Prause is a Partner Business Evangelist, Global Strategic Alliances for Microsoft, working with Microsoft’s largest and most influential partners across the media & entertainment, technology, gaming and sports industries. Tina acts as a trusted advisor for these partners, guiding large-scale technology integrations that power brands and consumer interactions across the globe. Previously, Tina led the mobile teams for such well-known brands as WWE (World Wrestling Entertainment) and A+E Television Networks. Her work on The Civil War Today was recognized as the iTunes App of the Year, Entertainment Category in 2011, an app that was later inducted into the iTunes Essentials App Store Hall of Fame. Additionally, Tina’s work on the WWE app won the Cablefax Smartphone App of the Year in 2014; she has also been recognized with a FierceWireless Mobile Innovator Award.

SURVEY RESULTS — BRANDS AND CONTENT MARKETING INNOVATION

MODERATOR: BETH TOMKIW, Chief Content Officer, Manifest I @ManifestDigital
As Chief Content Officer, Beth has more than 25 years of content marketing expertise and more than a decade of management experience focused on high-performance teams focused on delivering results-oriented creative. She has launched dozens of integrated marketing campaigns and content marketing programs for clients such as The Ritz-Carlton, 24 Hour Fitness, Aon, CBS, Johns Hopkins, Baylor Health, ULTA, Delta Faucet, JW Marriott, UPS and GlaxoSmithKline. A seasoned writer and contributor to consumer magazines and websites, Beth has written for FamilyFun, Self, Men's Fitness, Maxim and Playboy, she’s authored three books and served as an editor of Playboy magazine for 13 years.

ALEXA CHRISTON, Head of Media Innovation, GE I @achriston | @generalelectric
Alexa Christon has worked on brands such as Pepsi, Yahoo! and Time Warner Cable during her 10+ career in advertising and marketing. Currently at GE, as the head of global media innovations, Alexa focuses on discovering new and innovative media territories for the brand to live. Most recently with GE’s chart-topping fictional podcast, The Message, partnership with The Tonight Show starring Jimmy Fallon, Fallonventions and Focus Forward Films program.

THERESA DIMASI, VP, Head of Content / Editor-in-Chief, Weight Watchers International, Inc. I @WeightWatchers
As VP, Head of Content and Editor-in-Chief of Weight Watchers Digital – desktop, mobile, tablet, eCRM – and Weight Watchers Print – magazine and books – Theresa DiMasi is responsible for creating and articulating the editorial product vision for content across the U.S. and global markets. Theresa guides a team of editors, visual designers and copywriters as they create engaging, integrated, award-winning content experiences that have helped Weight Watchers deepen its relationships with customers. With Weightwatchers.com capturing 3 million unique visitors and 120 million page views monthly and a magazine that reaches 9 million readers per issue with a circulation of 1.25M, Theresa’s team of editors continually demonstrates content’s role in transforming the Weight Watchers business through driving sales, engagement, acquisition or retention.

JOHN VON BRACHEL, SVP, Content Marketing Executive, Bank of America I @vonbrachel | @BankofAmerica
Prior to joining Bank of America, John was a Group Managing Editor at Time Inc., where he oversaw the development of a number of custom content programs, including those for Harrah’s Entertainment, Citigroup and UPS. John joined Time Inc. from Individual Investor magazine where, as senior editor, he covered equity investing. Prior to that, John lived in Europe as the Foreign Correspondent for Faulkner and Gray. He earned his Bachelor of Arts in Poetry under David Smith at Virginia Commonwealth University, and is a graduate of New York University’s Master’s in Science Program in Publishing, where he won the Condé Nast award in magazine publishing.
NATALIE WIDDOWSON, Head of Content Marketing, Individual Investors, T. Rowe Price | @TRowePrice

As the Head of Content Marketing for Individual Investors at T. Rowe Price, Natalie has grown the firm’s content marketing program into a multi-channel, integrated strategy spanning web, email, direct mail, advertising, and content sponsorships. The program has earned numerous awards over the years, including MFEA STAR Awards, The Content Council Pearl Awards, Eddie & Ozzie Awards from Folio, and APEX Awards for Publication Excellence.

CHATBOTS: THE ULTIMATE IN PERSONALIZED CONTENT DELIVERY

MODERATOR: MAX WILLENS, Reporter, Digiday | @maxwillens

Max Willens is a reporter at Digiday, where he covers platforms and publishing. Prior to arriving at Digiday, his work has appeared in WIRED, Ad Age, Newsweek and Crain’s New York Business.

CHRISTIAN BRUCCULERI, CEO, Snaps | @heyitscb

Christian Brucculeri is the CEO of Snaps, the first platform for brand marketing in mobile messaging. Snaps was behind the most successful mobile messaging brand campaigns for Burger King, Dove, Pepsi, Victoria’s Secret, MTV, Comedy Central, Warner Brothers, L’Oréal, Sony Music, and Kim Kardashian. Christian was early in identifying the shift in consumer attention from traditional social media portals into the emerging channel of mobile messaging. This led Snaps’ product shift into a creative platform leveraging innovative technology and partnerships to help brands activate and measure results in the mobile messaging space. Snaps’ brand platform for mobile messaging has driven measurable results at scale for its partners in terms of reach, brand awareness and consumer engagement.

DANIEL ILKOVICH, Founder + CEO, Dexter | @danielilkovich | @rundexter

Daniel is the founder of Dexter, a platform for brands and businesses to easily create and manage chatbots. The chatbots created on Dexter have applications in content publishing, customer service, and online advertising. Before Dexter, Daniel was part of the founding team behind Get Maid, an on-demand cleaning service out of New York City, where he led the product & engineering teams until the company was acquired in mid-2014. Throughout his career, Daniel has followed his passion of building tools that empower non-engineers to innovate on the Internet.

INFLUENCERS: WHERE IS THIS RELATIONSHIP GOING?

MODERATOR: RANDI LIODICE, Chief Strategy Officer, Kaplow Communications @randlliodice

Randi has more than 15 years of experience developing marketing communications programs, building brand equity and creating web-based and mobile interactive experiences that engage consumers. At Kaplow, she oversees Kdrive, the agency’s digital and social media arm, and ensures all programming is holistic in nature. Prior to joining Kaplow, Randi led editorial and community management efforts for more than 20 web properties at Mindspark Interactive Network, an IAC company. Earlier, she served as a senior product manager, developing requirements and optimizations for web sites, Facebook and mobile applications, as well as data analytics.

ALEXA CHRISTON, Head of Media Innovation, GE | @achriston | @generalelectric

RAELENE GULLAPALLI, VP of Client Partnerships, StyleHaul | @StyleHaul

Raelene runs partnerships at StyleHaul, an influencer network of 6,500 women in the fashion, beauty and millennial mom space. She works with brands to understand how to connect their messages with custom audiences leading with data. Having built her career over the last 19 years at Google, AOL, CBS Interactive, Condé Nast Digital, and Microsoft, she has developed an in-depth knowledge of all forms of digital media. Raelene is California born and raised but has been a New Yorker for the past 12 years. She is a graduate of Pepperdine University.
SPEAKERS

INFLUENCERS: WHERE IS THIS RELATIONSHIP GOING? continued

BROOKE HAGEL, Illustrator and Social Media Influencer | @Brooklit
Brooke Hagel is a New York City-based fashion illustrator. While studying fashion design at the Fashion Institute of Technology, she began her career as an intern in the wardrobe department of Sex and the City, design studio of Cynthia Rowley, and production offices of Saturday Night Live. After graduating, Brooke began designing and styling products for Hearst Magazines. Brooke is now a successful illustrator with clients including Vogue, Burberry, Dior, La Mer, Fendi and Clinique. Her versatility can also be seen in the seventeen books she has illustrated and three she has contributed to.

JESSICA ANN KIRBY, Social Media Influencer, www.jessannkirby.com | @jessannkirby
Jessica Ann Kirby grew up in the coastal New England town of Newport, RI. After studying journalism and women’s studies in college, she worked in HR consulting for 5 years living in Los Angeles and New York City. Jess and her partner Craig decided to leave their 9-5 jobs and move back to Newport in late 2013 and JESSANNKIRBY.COM was born. Combining Jess’s love for fashion, travel and the great outdoors with Craig’s thirst for adventure and stunning photography they created a destination for readers around the world to be inspired.

THE NUMBERS BEHIND THE WORDS: CAPITALIZING ON CONTENT DATA

BRYAN DELUCA, Senior Director of Audience Development, IEEE @badeluca | @IEEEorg
Bryan DeLuca is the Senior Director on Audience Development, UX and Content for IEEE GlobalSpec. Bryan brings a unique and creative energy that has created some ground-breaking products to the engineering space. Prior to joining IEEE GlobalSpec, Bryan worked in the electronics and engineering industries in both domestic and international media. He also has created a range of industry-wide products. Bryan holds a BA from Hofstra University in Creative Studies.

ERIN FOGERTY, Senior Customer Success Manager, Affinio | @efogess | @Affinio
Erin Fogerty was the first hire on Affinio’s Customer Success team. Coming to Affinio from Ipsos, she had intimate knowledge of how brands use data and research to move their advertising, brand, and customer experiences to the next level. Today, Erin leads Affinio’s enterprise agency vertical and works with some of the most well-respected agencies in the world at each of the biggest holding companies.

MATT HERR, Director, Multi-Channel Content, Northwell Health | @NorthwellHealth
Matt believes that the connectivity and specificity of technology allows marketers to find great insights, achieve innovative, one-to-one communications with customers and drive measurable results. He brings this passion for blending data-based insight and storytelling to his marketing strategy. As Director of Multi-Channel Content, Matt leads content strategy for Northwell Health, a twenty-one hospital healthcare system and New York State’s largest private employer. Prior to Northwell, Matt was the Director of Brand and Digital Marketing for the E. Gluck Corporation (EGC) where he led the rebranding of Armitron Watches, EGC’s proprietary brand sold at mid-tier and mass retailers throughout the country.

BIG THINKING SMALL: DISRUPT YOURSELF BEFORE SOMEONE ELSE DOES

MODERATOR: ANDY SEIBERT, Managing Partner, Imprint | @Imprint_AndyS
In addition to being the current Chairman of The Content Council, he is Managing Partner of Imprint. He has been President of Dow Jones Content Lab and President of SmartMoney (magazine, website, mobile), which was a joint venture between Dow Jones and Hearst Magazines. Seibert has also been General Manager of Money magazine’s Education Services, a division of Time, Inc., and served as Vice President of marketing at GE Capital and in various marketing roles at American Express. Seibert earned his undergraduate degree at Wesleyan University and his MBA at Columbia University.
SUSAN HILT-LAGOS, Vice President, Content and Employment Marketing, Ameriprise Financial | @ameriprise
Susan Hilt-Lagos is Vice President of Content and Employment Marketing for Ameriprise Financial, a FORTUNE® 250 company dedicated to helping clients achieve their goals and dreams for today and tomorrow through comprehensive financial planning. The team creates award-winning digital content, collateral, seminars and employment marketing materials that reach millions of consumers. Susan leads consumer content strategy and development to bring the firm’s brand to life. Her team drives business results through research, content journey mapping, metrics and analysis, and content architecture for a seamless consumer experience. The deliverables span many channels and formats — websites, email, drip marketing, social, collateral, seminars, in-office videos, etc. — for both advisors and the corporate brand.

NOW, NEXT OR NEVER: TAKING BETS ON CONTENT’S SHINY NEW OBJECTS
MODERATOR: ANDREW HANELLY, Partner & Creative Director, Revmade | @hanelly
Andrew spent the past decade helping build brands and businesses through digital strategy both on the agency and publisher side. Over the course of his career, Andrew has developed and executed marketing and growth strategies for Fortune 500 brands, world-renowned publishing and broadcast companies, associations, non-profits and small businesses. He has been featured at SXSW, Content Marketing World, and in The Economist and AdAge. In 2014, Andrew received the Content Council’s inaugural Rising Star award.

DAVID BEEBE, VP Global Creative + Content Marketing, Marriott | @davidbeebe | @Marriott
As VP, Global Creative and Content Marketing, Beebe leads the creative direction and content marketing strategy for Marriott International’s portfolio of 19 brands in over 80 countries and 4,200+ hotels. Beebe also oversees Marriott’s Global Creative and Content Studio, which is responsible for the development, production, and distribution of informative, destination, and entertainment content in all formats across all channels. In 2015, Beebe was recognized by Ad Week as one of the Top 10 Branded Content Producers in the industry and his work at Marriott was recognized by MIPTV as Brand and Marketer of the year. Prior to that, he was the founding executive and Vice President of the Disney-ABC Television Group Digital Studio.

ROMAN NICHOLAS, Marketing IT Analyst Americas, Campbell Soup Company | @CampbellSoupCo
Roman has been working at Campbell’s for the last 5 years in the Marketing Technology space. He is the primary point of contact between Information Technology (IT) and Business units (BU). He is responsible for shaping and managing demand for IT services and solutions to maximize value creation for the Americas Simple Meals & Beverages (ASMB) division with specific focus on the Marketing business function, within US Retail. Roman recently received his MS in Digital Innovation in Marketing at Temple University’s Fox School of Business and has a deep passion for technology.

RYAN PETERSEN, Senior Manager, Content Marketing, CDW | @RyanPete | @CDWCorp
Ryan Petersen leads an award-winning content marketing program at CDW, a leading provider of technology solutions for business, government, education and healthcare. In his 11 years with the company, he has launched several multimedia programs, including CDW’s corporate blog, and serves as the editor-in-chief of five segmented magazine brands, which are the foundation of the company’s content program. The program’s success and uniqueness has always been driven by CDW’s customers and employees and making connections with audiences by telling their compelling stories.

KIRTI SRIKANT, VP, Head of Brand & Advertising, OppenheimerFunds | @KBabyMama | @OppoFunds
Kirti Srikant is the VP, Head of Brand & Advertising at OppenheimerFunds. Kirti’s marketing prowess extends over 17 years and most recently her tenure includes over 6 years at OppenheimerFunds, where she transformed the brand, and 4 years at Citibank where she launched new innovative communication platforms. With experience in traditional marketing, consumer marketing, business-to-business and digital marketing, Kirti has dealt with a variety of industries including entertainment, manufacturing, commercial and asset management.
SPEAKERS

TAKING CHANCES ON THE NEW

MODERATOR: LORI GREENE, Founder, LPG Enterprises | @Lorip1025
Lori Greene is a digital innovator, content marketer, an NYU adjunct faculty member, and a brand builder. A well-known speaker on digital issues, she’s a proven multi-platform executive highly proficient in all platforms. As founder of LPG Enterprises, a results-driven consultancy, Greene helps brands such as Advertising Week, Havas, Intel, BRIC TV, the New York Academy of Sciences and the Canadian Consulate with branding, content marketing, social media, new business development, and digital marketing.

ALANA KALIN, Senior Brand Partner, Blippar | @AlanaSarah | @blippar
Alana Kalin is a Brand Partnerships Director at Blippar, the leading visual discovery browser and largest mobile augmented reality and artificial intelligence platform in the world. She joined the company in its early stages in 2012, helping open the US office and now leads partnerships with brands and agencies. In her current role, she’s helped brands like General Mills, PepsiCo, Harley Davidson, Marriott, Hershey’s and Campbell’s Soup implement AR solutions. Prior to Blippar, Alana worked at Kraft Foods and AFA Press, a media agency, on initiatives throughout Central Asia, Africa and Eastern Europe.

DAVID BEEBE, VP Global Creative + Content Marketing, Marriott | @davidbeebe | @Marriott

MEG MILLER, Producer, Framestore | @MegMiller320 | @Framestore
Meg Miller graduated from the University of Georgia with a B.A. in Publication Management and moved straight to New York where she launched her career in Framestore’s digital department. Her interest in storytelling and emerging technology made her a great fit for the VR team where she has worked on projects such as Game of Thrones, Let Hawaii Happen, Merrell Trailscape, Interstellar, and original IP.

TODD RICHARDS, Vice President, Digital Sales Strategy, Discovery Communications @DiscoveryComm
As Vice President of Digital Sales Strategy at Discovery Communications, Todd Richards helps drive digital revenue growth across Discovery’s US portfolio of owned and operated sites and apps, with a focus on digital ad product and content innovation, client insights, digital evangelism, and strategic account leadership. A client service advocate with a combination of online advertising, digital product and content development expertise, Richards has nearly 20 years of digital media experience across the industry. Previously, Richards served as Vice President, Strategy and Account Management, Digital Media and as Vice President, Strategy and Research at Discovery Communications where he built innovative new revenue streams for Discovery’s digital portfolio.

CLOSING KEYNOTE

MARY HEALY, YouTube Brand Partner Program | @YouTube
Mary Healy drives the global go-to-market strategy for the YouTube Brand Partner Program, an initiative designed to help brands develop innovative video strategies and campaigns that unlock the power of YouTube and earn the attention of viewers. As one of YouTube’s leading voices on branded content, she is tasked with developing thought leadership and event experiences that empower the world’s largest brands to become better content creators. Her leadership has taken the program from a small pilot experiment in 2013 to a global initiative that has reached thousands of brands and agencies.
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Senior Manager, Content Marketing, CDW

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Head of Content Marketing, Individual Investors, T. Rowe Price

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MFEA
Content Marketing Institute (CMI), the world’s leading provider of content marketing education and training, is partnering with The Content Council to offer Council members savings of more than 30 percent off CMI’s complete online content marketing curriculum.

There’s more than 50 courses, all presented by elite content thinkers and pioneers.

Take advantage of this latest exclusive benefit of membership from The Content Council by going to thecontentcouncil.org/Publishers/Content-Marketing-Institute
WEBINAR

RETAILATION: HOW TO PREVENT AND DEFEND AGAINST THE MOST FREQUENTLY ALLEGED EMPLOYMENT CLAIM

Retaliation claims are currently the number one reason an employee sues their employer. Join William Milani from Epstein Becker Green on April 26th for an educational webinar to find out how to mitigate your exposure to these claims.

Date: Wednesday, April 26th  |  Time: 3pm ET
Cost: Members – free  |  Non-members $50
To register, go to thecontentcouncil.org/Events

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Pearl Awards 2017

PEARL AWARDS OPEN FOR ENTRY THURSDAY, JUNE 22ND. MARK YOUR CALENDARS!

The Pearl Awards is recognized by those in content marketing as the longest running and one of the most respected events of the year celebrating colleagues and those making an impact in the field. In 2016, winners were picked from nearly 400 entries from leading brands, publishers, and agencies from around the world. In addition to our overall and industry categories, we also honor a Best Content Director, Best Creative Designer and Rising Star with our individual awards so be sure to nominate a colleague you think deserves to win this title!